

# WISCONSIN

## Consumer Sentinel Complaint Statistics and Trends

*January 1 - December 31, 2004*

**Total Number of Fraud and Identity Theft Complaints from Wisconsin Consumers = 9,289**



**Fraud Complaints from Wisconsin Consumers = 6,643**

### *Top Fraud Complaint Categories for Wisconsin Consumers*

Rank	Top Categories	Complaints	Percentage <sup>1</sup>
1	Internet Auctions	1,793	27%
2	Shop-at-Home/Catalog Sales	897	14%
3	Internet Services and Computer Complaints	865	13%
4	Foreign Money Offers	559	8%
5	Prizes/Sweepstakes and Lotteries	546	8%

<sup>1</sup>Percentages are based on the total number of fraud complaints from Wisconsin consumers (6,643).

### *Amount Paid Reported by Wisconsin Consumers*

Total No. of Complaints	Total Amount Paid Reported	Total Complaints Reporting Amt Pd	Percentage of Complaints Reporting Amount Paid	Average Amount Paid <sup>2</sup>
6,643	\$5,654,072	5,180	78%	\$1,092

<sup>2</sup>Average amount paid is based on the total number of fraud complaints where amount paid was reported by Wisconsin consumers (5,180).

### *Top Wisconsin Consumer Locations for Fraud Complaints*

Consumer City	No. of Complaints
Milwaukee	778
Madison	449
Kenosha	338
Green Bay	182
Racine	136



**Identity Theft Complaints from Wisconsin Victims = 2,646**

### *Identity Theft Types Reported by Wisconsin Victims*

Rank	Identity Theft Type	No. of Victims	Percentage <sup>1</sup>
1	Credit Card Fraud	725	27%
2	Phone or Utilities Fraud	644	24%
3	Bank Fraud <sup>2</sup>	402	15%
4	Employment-Related Fraud	262	10%
5	Government Documents or Benefits Fraud	169	6%
6	Loan Fraud	110	4%
	Other	578	22%
	Attempted Identity Theft	183	7%

<sup>1</sup>Percentages are based on the 2,646 victims reporting from Wisconsin. Percentages add to more than 100 because approximately 18% of victims from Wisconsin reported experiencing more than one type of identity theft.

<sup>2</sup>Includes fraud involving checking and savings accounts and electronic fund transfers.

### *Top Wisconsin Identity Theft Victim Locations*

Victim City	No. of Victims
Milwaukee	700
Madison	127
Racine	83
Green Bay	79
Kenosha	59